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Effects of Sales Promotion Strategies on Brand Equity: A Cross Culture Psychology

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Abstract

Scientists have studied the impact of price promotion approaches on customers in numerous distant compartments. Branding and pricing have vigorous influence on choices by customers. Present examination is an effort to advance, explore and investigate the empirical studies and theoretical expansions on proportional value of pricing strategies on customer thoughts and opinions. This study will focus on developing Asian countries, namely Pakistan and China and will do comparative analysis of strategies and culture in both nations.

The study has undertaken to explore the indirect and direct effects on the Brand Equity in two countries with two distinct environments. Psycho physiological models are useful in this framework, for instance, in decision of behavior research. These frameworks deliver as an insight positive apparatus for research in as well as in pricing strategies. These structures also educate us with novel indication and enable the academicians for innovative magnitudes in traditional marketing pricing snags.

The effects of sales promotions are taken under study to comprehend its effects on Brand Equity in two countries with two distinct environments. The results indicate that a causal order in the creation of brand equity exists. Similarly, and contrary to predictions, these finding are consistent with preceding literatures.

Keywords: brand equity; sales promotion; culture; environment; consumers; psychology